



WEWS

ORDER

Flight Dates **10/15/12-10/23/12**

Contract / Revision **314569 /** **NRSC & Authorized by Mandel For**

Original Date / Revision Agency Com 15%

10/12/12 10/12/12 Billing Contact

Advertiser **NRSC - Mandel / Republican**
3299 K Street NW - Suite 200
Washington, DC 20007

Agency **Strategic Media Services**

Buying Contact
3299 K Street NW - Suite 200
Washington, DC 20007
Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **10.15 to 10.23.12**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 87500

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	81	\$74,375.00	\$87,500.00	0.00
Totals	81	\$74,375.00	\$87,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	81	\$74,375.00	\$87,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/15/12	10/23/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	8	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					6	\$650.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$650.00		0.00			
N 2	WEWS	10/15/12	10/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	7	\$4,900.00



WEWS

Print Date: 10/12/12

Page 2 of 3

Contract / Revision **314569** Flight Dates **10/15/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:20:00

Advertiser **NRSC - Mandel / Republica** Product **NRSC & Authorized by Man** Estimate # **10.15 to 10.23.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/15/12	10/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	7	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$700.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$700.00		0.00			
N 3	WEWS	10/15/12	10/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$650.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$650.00		0.00			
N 4	WEWS	10/15/12	10/23/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					2	\$500.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$500.00		0.00			
N 5	WEWS	10/15/12	10/23/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$1,000.00		0.00			
N 6	WEWS	10/15/12	10/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-WT---					2	\$650.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$650.00		0.00			
N 7	WEWS	10/15/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	4	\$1,400.00	P-1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$1,400.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 8	WEWS	10/15/12	10/23/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----					1	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	-T-----					1	\$1,000.00		0.00			
N 9	WEWS	10/15/12	10/23/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-W-F--					3	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	-T-----					1	\$1,000.00		0.00			
N 10	WEWS	10/15/12	10/23/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$1,200.00		0.00			
N 11	WEWS	10/15/12	10/23/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-T---					2	\$1,800.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$1,800.00		0.00			
N 12	WEWS	10/15/12	10/23/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	5	\$6,000.00



WEWS

Print Date: 10/12/12

Page 3 of 3

Contract / Revision **314569** Flight Dates **10/15/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:20:00

Advertiser **NRSC - Mandel / Republica** Product **NRSC & Authorized by Man** Estimate # **10.15 to 10.23.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	10/15/12	10/23/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWT---					3	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$1,200.00		0.00			
N 13	WEWS	10/15/12	10/23/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-TF--					4	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$1,200.00		0.00			
N 14	WEWS	10/15/12	10/23/12	M-SU 11-1135P Late News M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	5	\$2,400.00	P-2	0.00	NM	7	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$2,400.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$2,400.00		0.00			
N 15	WEWS	10/15/12	10/23/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,400.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 16	WEWS	10/15/12	10/23/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$700.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 17	WEWS	10/15/12	10/23/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$600.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 18	WEWS	10/15/12	10/23/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$900.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 19	WEWS	10/15/12	10/23/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 20	WEWS	10/15/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$1,000.00		0.00			
N 21	WEWS	10/15/12	10/23/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					2	\$550.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
Totals														81	\$87,500.00